

Annual Report 2022



**Northwest
Parking District**

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JUNE 2023





Northwest Portland



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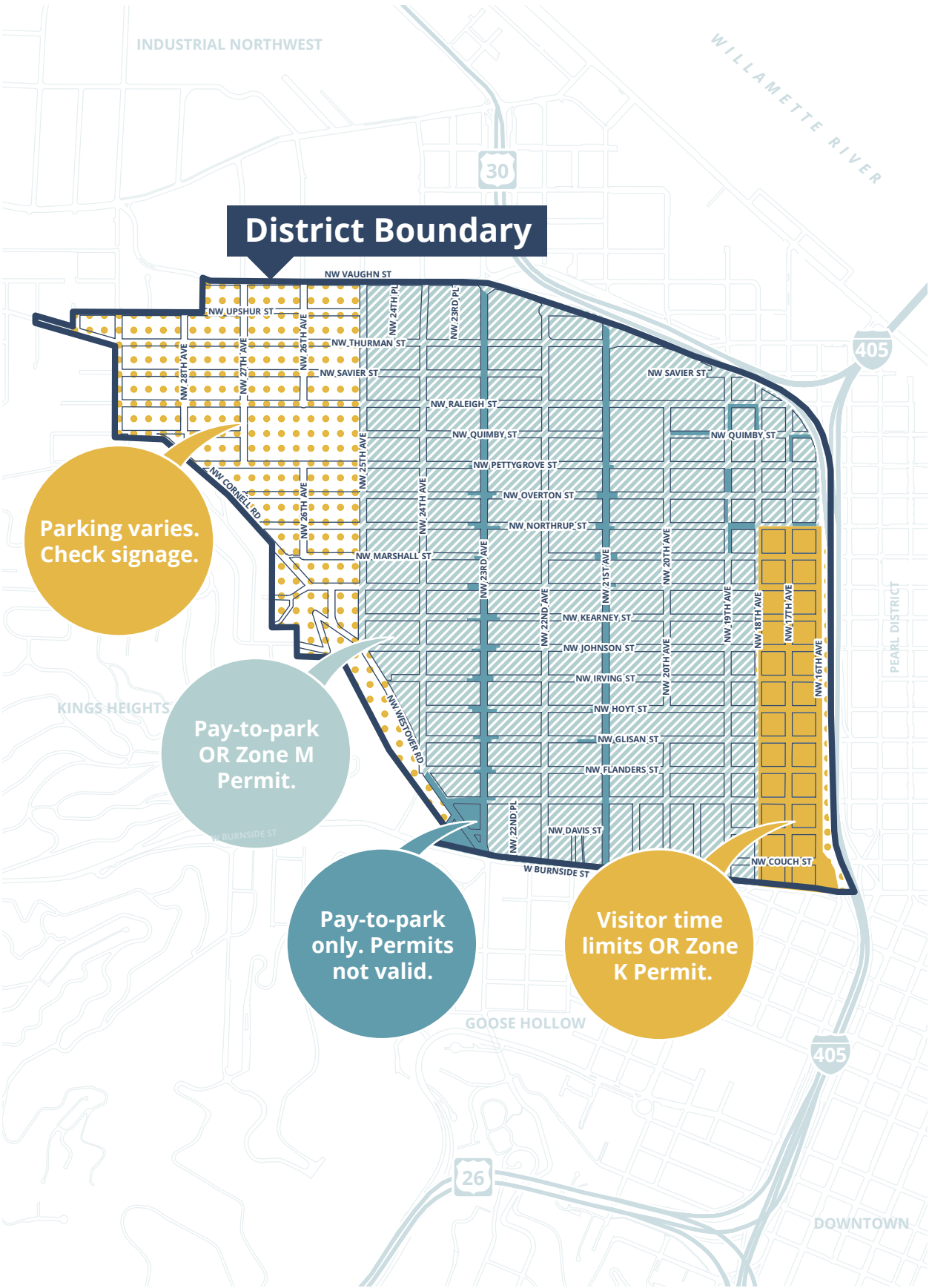
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Introduction

Overview

Northwest Portland is a dense neighborhood, in close proximity to the Central City, that attracts many residents, visitors, and employers. The neighborhood’s continued growth necessitates ongoing management of transportation and parking. The Northwest Parking District was created by the Portland Bureau of Transportation (PBOT) to:

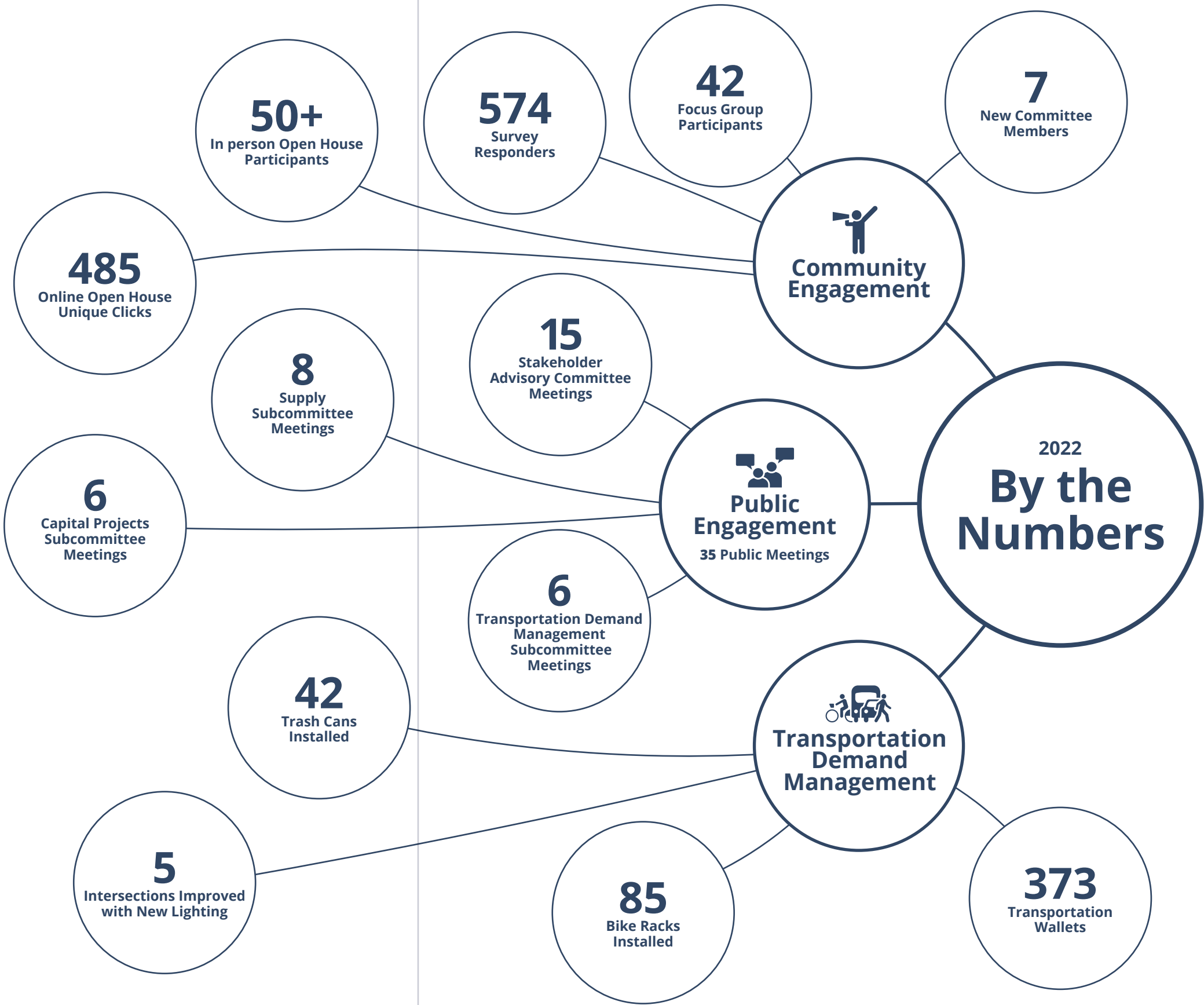
- Bridge the gap between parking availability and demand
- Support a full range of transportation options within the context of neighborhood livability and economic vitality
- Efficiently manage parking
- Reduce reliance on single-occupancy vehicles



2022: Moving towards a New Reality

The Northwest Parking District is **gradually returning to pre-pandemic parking behavior**. Although the overall number of vehicle trips slightly decreased compared to last year; portions of the district along commercial corridors experienced parking constraints, especially during the lunch hours and early evening when trips made by visitors have continued to increase.

PBOT and the Northwest Parking District Stakeholder Advisory Committee have also been planning how residents, visitors and employees will get around the neighborhood in the future as we reach the final stages of the Off-Street Demand and Feasibility Study; and begin the planning process for safety improvements, new strategies to better manage parking, and urban design and placemaking enhancements.



Occupancy and Utilization

Occupancy

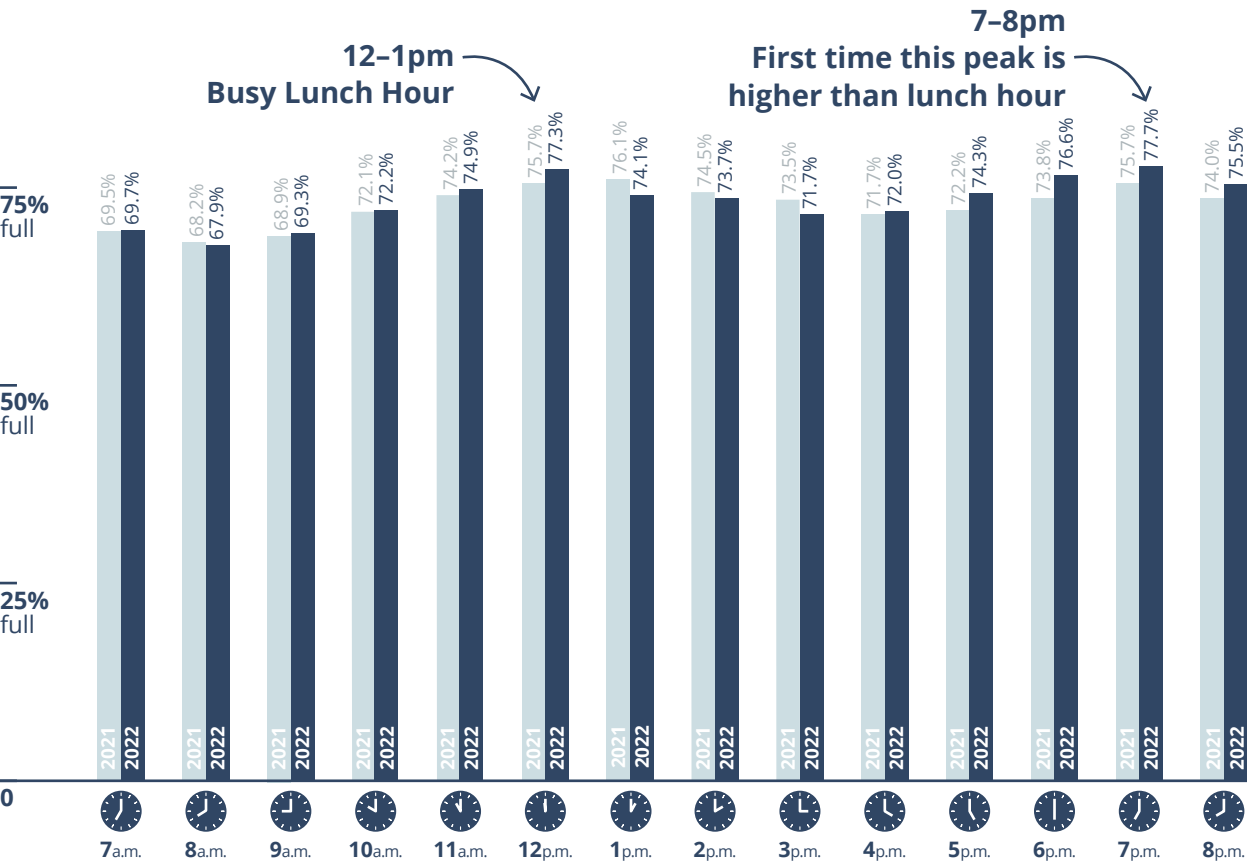
Parking occupancy measures the number of on-street parking spaces against the number of vehicles parked in them.

During most of the study day, the parking occupancies were an average of 0.5% **higher than last year** (2021). Parking occupancy in the district never exceeded 85% during any hour measured in 2022, this is a sign of an overall efficient parking system.

The graphic shows a typical occupancy peak during the hours that meters are enforced occurring in the lunch hour, from

12 – 1 p.m. (77.3%). There is a second peak occupancy period in the evening, from 7- 8 p.m. (77.7%) just after the hours of meter enforcement end.

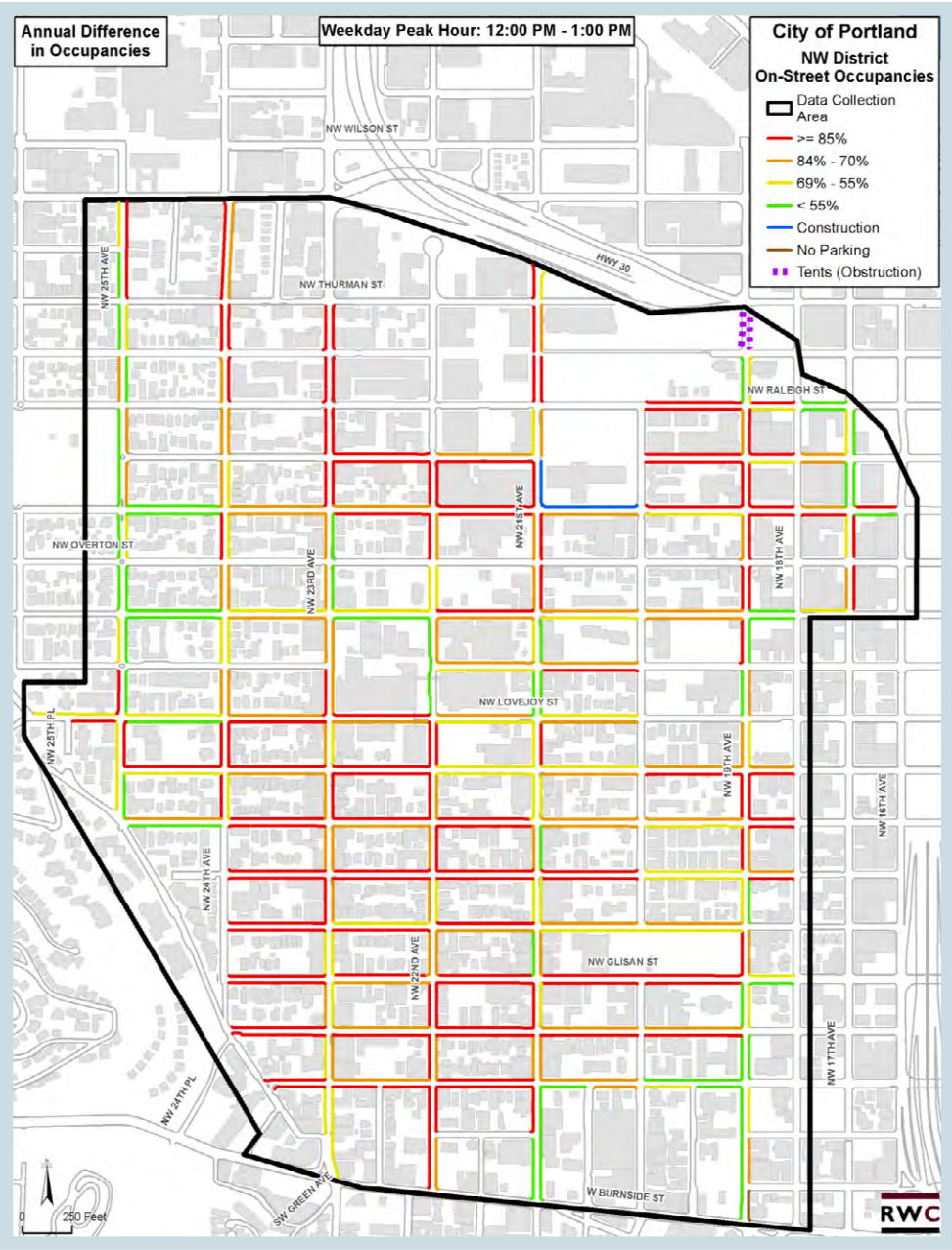
This pattern of two peak periods is not new and is consistent with what was seen before the pandemic. However, this is the **first time that the evening peak is greater than the daytime peak seen during the lunch hours**. This is also the first time that the highest observed peak hour is outside of the meter enforcement hours (9 a.m. – 7 p.m.).



Occupancy by Hour
2021 vs. 2022

It appears that the parking system is operating efficiently when looking across the entire district. However, there are areas of significant constraint when

looking at individual block faces. Parking is constrained at 4 in 9 block faces and saw parking occupancies that exceed 85% during the peak hour.

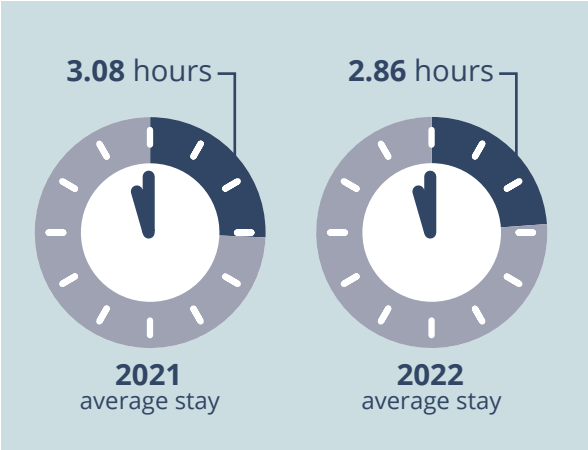


Weekday Peak Hour
Occupancy, 2022

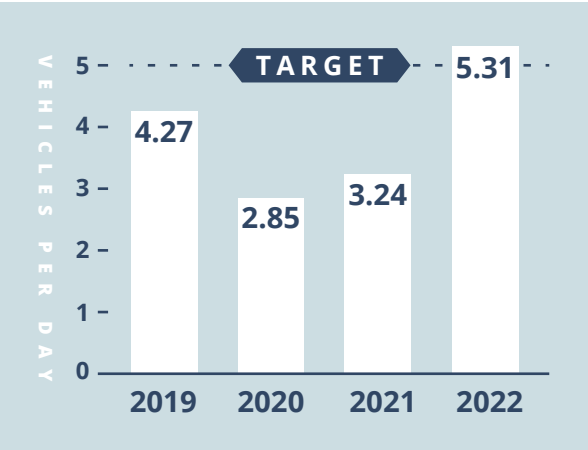
Utilization

Parking utilization measures how many vehicles park in any given spot and how long they stay there.

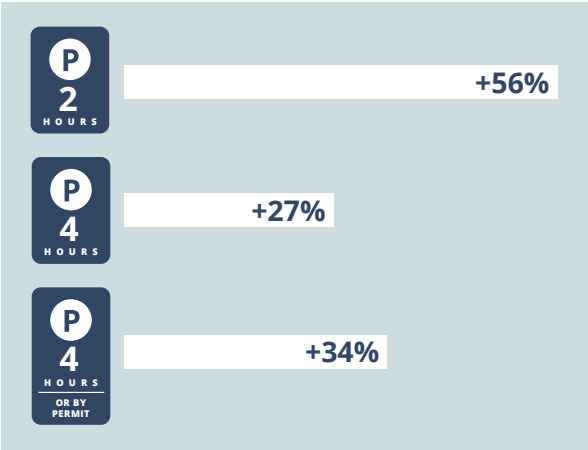
There were slightly fewer unique vehicle trips in 2022 versus 2021. Most of the reduction in vehicle trips was from people visiting, or non-Zone M permit holders at 817 fewer in 2022 than 2021. Despite the decrease in the number of trips made by vehicles without a Zone M permit, the average turnover rate has increased from 3.24 vehicles in 2021 to 3.49 vehicles. There was also a slight decrease in average length of stay, from 3 hours and 5 minutes to 2 hours and 52 minutes.



Average Stay
There was a slight decrease in average length of stay



Turnover Rate
The average turnover rate in 2-hour parking spaces that are intended for customer and visitor parking increased to 5.31 vehicles/day. This exceeds both the industry target rate of 5 vehicles/day and what was seen before the pandemic.



Increase from 2020 to 2022 in visitors paying to park
(without zone M permits)
During the hour when the demand for parking is highest, we continue to see an increase in visitors without Zone M permits paying to park across all types of parking spaces since the beginning of the pandemic in 2020:
• 2-Hour – up 56%
• 4-Hour – up 27%
• 4-Hour (or by permit) – up 34%

District Investment

Annual funding for the Northwest Parking District comes from two key sources:

- \$120 surcharge for Zone M parking permits that is waived for income-based permits (this is a fee in addition to the \$75 charged for a permit). At Council’s direction, funds from the surcharge are used for programs that encourages other transportation options as well as to fund parking studies.
- 51% of net meter revenue from the meter district.

Net Meter Revenue and Permit Surcharge Reinvestment 2016–2022



Zone M Permits

Zone M Permits

PBOT created the Zone M permit program to manage resident and business parking, and to limit people from parking in Northwest if their final destination was the City Center. In 2016, City Council approved a pilot program to implement a Zone M permit surcharge to pay for Transportation Demand Management programs to encourage other modes such as walking, biking, rolling, using transit, or carpooling.

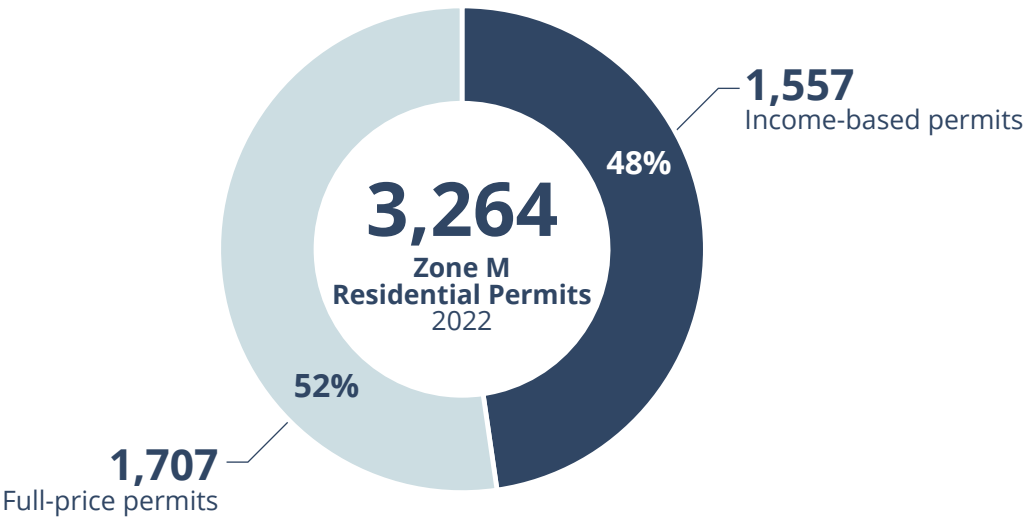
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Residential Permits

- The total cost of a Zone M permit is \$195 and is made up of two parts. The \$75 permit fee and a \$120 permit surcharge.
- Permits are limited to one per licensed driver (maximum of three per household).
- If a resident has off-street parking on their property, such a driveway or garage, they may not be eligible for a permit.

Income-Based Residential Permits

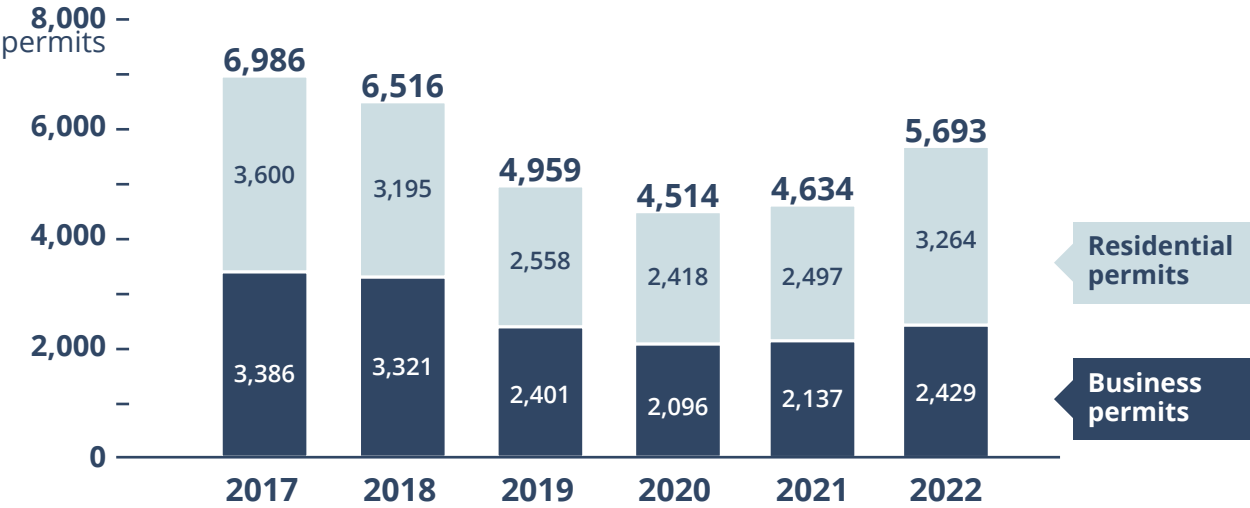
The Zone M permit program has an income-based permit for residents that live in households that earn 80% of the area median household income or less. The income-based permits are sold at a reduced cost of \$75 to cover the permit fee and forgoes the \$120 permit surcharge. PBOT issued 3,264 residential Zone M permits in 2022. Of those, 1,557 were income-based.



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Business Permits

- The Zone M permit total cost is \$195 (\$75 permit fee + \$120 permit surcharge)
- Businesses can purchase parking permits for up to 80% of their employees measured in the equivalent of full-time employees, or FTE. Businesses that apply for more than 50 permits meet with the Northwest Parking District’s Transportation Demand Management Subcommittee to review programs offered by the business that reduce the number of employees driving alone for their commute. Additional Zone M permits are \$390 each.
- The number of Zone M permits that PBOT issued in 2022 **exceeds pre-pandemic levels** in 2019.



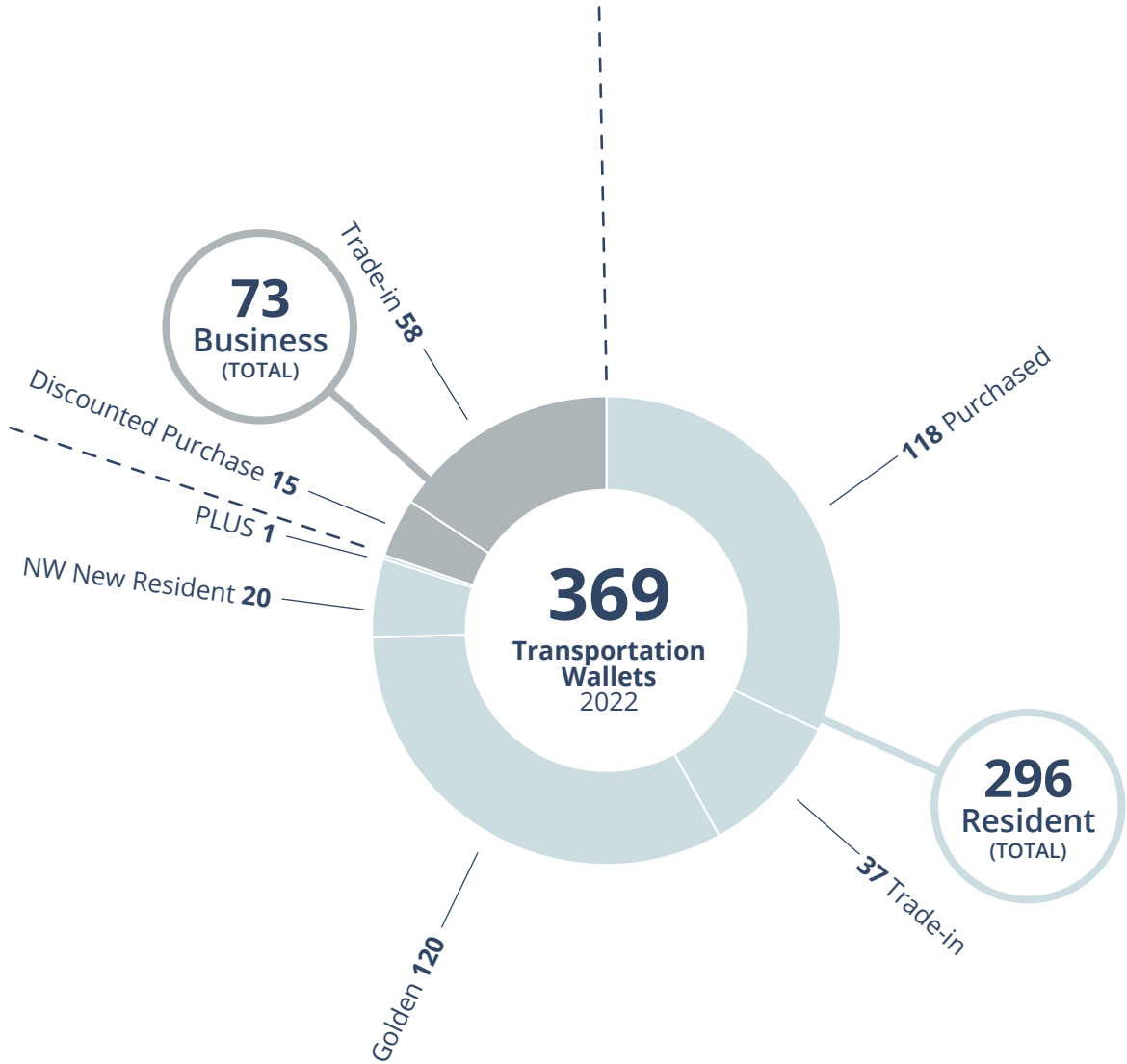
Projects and Programs

Transportation Wallet

The Transportation Wallet is a package of passes and credits for transportation services including TriMet, Portland Streetcar, BIKETOWN bike-share, and e-scooters. This program is partially funded by the permit surcharge. Valued at \$775, Transportation Wallets can be purchased for \$99 or for free by trading in their Zone M permit.

Transportation Wallet PLUS was launched in 2022 to encourage residents to sell or donate their car, removing a car from the district. Residents that give up their car can receive the collection of passes and credits offered in the Transportation Wallet for free, plus an additional \$300 Free2Move car-share credit.

New residents to Northwest are eligible to receive a one-time free Transportation Wallet if they do not get a Zone M permit. All residents and employees living on a lower income who are eligible for TriMet’s Honored Citizen fare can also get these benefits at no cost through the Golden Transportation Wallet program. In 2023, the Golden Transportation Wallet offered in parking districts will be integrated into the city-wide Transportation Wallet: Access for All program.



Bike Parking Fund

The Northwest Bike Parking Fund lets properties create or expand long-term bike parking. PBOT provides up to \$5,000 in equipment per property, while property owners provide the space and pay for installation. With the help of this fund, 85 new bike parking spaces in six buildings came online in 2022. Since 2018, 320 spaces have been created in 15 buildings.

NW Off-Street Demand and Feasibility Study

The NW Off-Street Demand and Feasibility Study, kicked off in September 2021 and will conclude in Spring 2023, is looking into opportunities to efficiently use surplus parking or increase the amount of off-street public parking.

The economic feasibility, limitations in policy and code was analyzed, and public engagement was completed though community surveys and focus groups. Policy and code allow for additional off-street parking to be made available to the public once certain conditions are met; however, building new off-street parking is not financially feasible without a subsidy.

We also completed an off-street parking utilization study, a first for the district! The off-street parking utilization study looked

at off-street lots and garages with 15 or more stalls. 6,315 parking stalls in 107 off-street parking lots and garages were evaluated. It was found that 78% of off-street parking in the NW Parking District is occupied throughout the day.

Recommendations from the Off-Street Demand and Feasibility Study, in the form of the NW Off-Street Parking Action Plan, will help guide the work of the Northwest Parking District Stakeholder Advisory Committee to enhance its current parking management practices and how it will invest in off-street parking in the future.



Event Parking District

The Restricted Event District is located between W Burnside and NW Irving Streets, and between NW 18th Avenue and NW Westover Road. During regular season Timbers and Thorns games, and other playoff games or tournaments with more than 10,000 attendees, additional event parking management strategies are deployed for six hours on game days – about 3 hours before kick-off to about 3 hours after kick-off. The additional parking management strategies are intended to preserve parking for area residents, employees, and customers of area businesses.

All 4-hour “pay to park or by permit” on-street parking stalls become 2-hour “pay to park or by permit” on-street parking stalls within the Restricted Event District when active. PBOT found that time limits alone were not effectively managing parking demand during big events as

parking occupancy rose to nearly 97% during soccer games. To help manage the demand, the Northwest Parking District Stakeholder Advisory Committee recommended the following changes, adopted by City Council, which went into effect the start of the 2022 soccer season:

- The Restricted Event District is now in place for both Timbers and Thorns games.
- Meter rates increased from \$1.60 to \$4 per hour, which matches the rate during game days in the Event District

A parking assessment during Timbers and Thorns games will continue to take place on an annual basis. We do not want people to drive to games, so additional event parking management strategies or increased meter rates may be considered for the future if parking occupancy remains high.



New Trash Cans

The Northwest Parking District funded the replacement of all 42 trash cans in the district. The new city-standard metal cans have twice the capacity and features the work of two Portland artists, Mado Hues and Davey Barnwell.



New Streetlights

After the Pedestrian Lighting Study helped identify where lighting is inadequate for pedestrians, the district is working to make improvements. In 2022, we installed more pedestrian-friendly, cobra-head streetlights in five locations:

- NW 21st Avenue & NW Johnson Street
- NW 21st Avenue & NW Kearney Street
- NW 21st Avenue & NW Marshall Street
- NW 22nd Avenue & NW Kearney Street
- NW 22nd Avenue & NW Lovejoy Street

This is the first phase of lighting improvement projects, with more streetlights planned to be installed!

Welcomed New Committee Members

The Stakeholder Advisory Committee welcomed seven new committee members in 2022 – three from the Northwest Business Association, two from the Northwest District Association, and two from the community at-large.

2023 and Beyond

Implementing NW Off-Street Parking Action Plan

The creation of the NW Off-Street Parking Action Plan is a result of the NW Off-Street Demand and Feasibility Study. The recommended strategies and actions contained in the plan fall into one of five element areas:

- Parking Management
- Parking Capacity and New Supply
- Transportation Demand Management
- Improved Support Infrastructure
- Measurement, Education and Awareness

The plan outlines actions and strategies the parking district can use to use existing parking more efficiently and to improve the level of access for all ways people get around the neighborhood.

Intersection Enhancement Project

This project, focusing on urban design and placemaking elements, builds on the work and recommendations in the Northwest in Motion Plan and will identify and prioritize potential improvements at ten intersections along NW 21st and 23rd Avenues between NW Flanders and Johnson Streets.

The project will include community engagement with neighbors and businesses; including a stakeholder workshop, an online survey, and door-to-door outreach. The project will be completed in July 2023 with final design concepts for the ten intersections. Construction will be coordinated with the Bureau of Environmental Services’ Lower Northwest and Stormwater project to significantly reduce costs and reduce the impacts on neighbors and businesses.

St. Clair Crossing

This pedestrian crossing improvement will provide a safe way to cross W Burnside Street at St. Clair Avenue and will fill the 1,000 foot gap at a high-crash location along a high-crash corridor. The project will put a pedestrian crossing and signal lights across W Burnside Street, allowing a safe and direct crossing for users of the TriMet bus stop in the southwest corner of the intersection that sees a high amount of bus drop-offs and pickups. The district helped fund the design of the crossing in 2022 and construction is expected to occur in 2024 or 2025.

Looking into Performance-Based Parking Management

We are in the process of creating an implementation plan to bring performance-based parking management to Northwest. This strategy uses price as a tool is when it comes to managing parking and changing people’s behavior. It can encourage drivers to park in other areas where demand for parking is lower, and can even encourage people to use other ways of getting to the neighborhood. Areas with a lower demand for parking will have a lower meter rate than an area with higher demand, and will be shown on signs and online.

The district is a unique and challenging environment to implement performance-based parking management since the area has many types of users parking, and is both a permit area and a meter district.

This sign for a 4-hour parking stall shows that there is lower demand for parking in the area and as a result will have a lower cost.



Learn more

We invite the public to learn more about the Northwest Parking District. Information about projects discussed in this report, and the district’s Stakeholder Advisory Committee, can be found on PBOT’s website at portland.gov/nwparking.



CONTACT US

If you have questions or comments about this report or projects in the Northwest Parking District, please contact:

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